

**Status:** Active Policy  
**Effective Date:** June 27, 2006 through June 30, 2008  
**Revised Date:** N/A  
**Approved By:** J. Stephen Fletcher, CIO  
**Authority:** UCA §63F-1-103; UCA §63F-1-106

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#### 4.1 Purpose

This policy defines the appropriate procedure for the dissemination of information from the Department of Technology Services (DTS) to media representatives and seeks to establish a consistent and appropriate DTS response to news media information.

##### 4.1.1 Background

The Department of Technology Services is a service agency providing technology services to all executive branch agencies. Because DTS resources and employees work in various agencies and are involved at varying levels with the business of those agencies, it is important that information provided to media representatives be accurate and consistent throughout the organization.

##### 4.1.2 Scope

This policy applies to all employees within DTS.

##### 4.1.3 Exceptions

None.

#### 4.2 DEFINITIONS

##### **Non-DTS Information**

Information that is maintained by the department for another entity but is not the property of the department.

#### 4.3 POLICY

##### 4.3.1 Press Release/Advisories

- 4.3.1.1 All communications with media representatives other than those addressed in Paragraph 4.3.3.1.1, shall be submitted to the DTS Public Information Officer (PIO) for review and approval. With the approval of the Executive Director the PIO may delegate communication responsibilities to other DTS employees.

- 4.3.1.2. The DTS Office of the PIO shall issue all press releases and advisories for the department and its subdivisions.
- 4.3.1.3 Draft press releases shall be submitted to the Office of the PIO at least two business days before the date of issuance.
- 4.3.1.4 The PIO may provide exceptions for press releases sponsored by a coalition, partnership, etc. Exceptions may also be granted if DTS staff is the content expert or if he/she is to be quoted in the release. All requests for exceptions must be submitted to the PIO two business days before the release is to be issued.
- 4.3.1.5 When a joint press release is to be issued with another State of Utah government entity, and DTS is not the initiating agency, a draft copy of the joint release shall be provided to the PIO two business days before the release is to be issued. When DTS is the initiating agency for a joint press release, one non-DTS agency logo may be used on the release otherwise release agencies will be listed.

#### 4.3.2 Publications

- 4.3.2.1 The PIO may review and/or require modifications of any DTS publication.
- 4.3.2.2 Publications include but are not limited to: brochures, mass emails, newsletters, fliers, handbills, bulletins, presentations, and posters.

#### 4.3.3 DTS Staff Contact by Media Representatives

- 4.3.3.1 All requests submitted to DTS from media representatives shall be reported to the PIO as soon as possible and before any information is provided.
  - 4.3.3.1.1 A DTS employee who receives a request for non-DTS information from an authorized DTS customer agency representative shall obtain approval from the respective Agency Liaison/IT Director, or designee, before providing a response directly to the authorized agency representative.
- 4.3.3.2 When authorized by the PIO, the employee overseeing the issue or project may reply to media requests for information. It is important to understand that anything told to a reporter can be quoted UNLESS an up front agreement is in place that specifies the information is for background (i.e. non-attributable) information only.
- 4.3.3.3 All “on-camera” and/or “attributable quote” inquiries and requests by media representatives shall be referred to the PIO. The PIO will coordinate all responses to the media. Individual employees may be authorized to respond personally to the media. Employees must obtain

prior approval from the PIO or the Executive Director before appearing on camera or providing any quotes.

4.3.3.4 All media representatives (reporters, camera operators, couriers, etc.) must be escorted while in any areas/offices occupied by DTS. DTS Staff shall meet members of the media at the building's reception/security desk. Staff shall also alert the reception/security desk and the PIO of any reporters prior to their arrival.

4.3.3.5 After the conclusion of an interview DTS staff shall contact the PIO to summarize the interview including the date/time the interview is scheduled to be broadcast or published.

#### 4.3.4 Endorsements

DTS will not endorse specific products or services. Brand names of products may only be mentioned if there is a need to specifically identify the product/service by that brand name.

#### 4.3.5 Governor's Office Contact

4.3.5.1 Unless otherwise designated by the CIO, the PIO is the only DTS employee authorized to request participation from the following offices and staff for media events: Governor, Lieutenant Governor, First Lady.

4.3.5.2 All requests for appearances, speaking engagements, or quotes to the aforementioned offices must be submitted to the PIO at least 30 days in advance of the scheduled event.

#### 4.3.6 Logos and Name Identification

4.3.6.1 The official Department name is the Department of Technology Services. On second reference DTS is acceptable. Other variations of this name shall not be used, such as the State Department of Technology Services or State IT Services Department. Exceptions will be considered on a case-by-case basis and must be justified to the PIO in writing.

4.3.6.2 The DTS logo must be included on all materials that are approved for distribution as described in 1.6.2.1.

4.3.6.3 Approval will be authorized by and rescinded by the PIO for use of the following:

- DTS Logo
- DTS letterhead
- Name of the CIO

4.3.6.4 The PIO may institute a moratorium on DTS messages, logos, paid advertising, etc.

#### 4.3.7 Advertising Agency Contracts

- 4.3.7.1 The PIO must approve all proposals to seek marketing or public relations services outside of DTS before a request for proposal (RFP) process is initiated.
- 4.3.7.2 The appropriate IT Director/Agency Liaison and PIO, in accordance with the Utah Procurement Code and DTS Contract Policy, will identify selection criteria for the RFP.
- 4.3.7.3 IT Director/Agency Liaisons must ensure a contractor under their authority complies with DTS policies and the terms of the contract.
- 4.3.7.4 IT Directors/Agency Liaisons must notify the PIO 60 days in advance of renewing, canceling, or amending marketing and media-related contracts.

#### 4.3.8 Private Property

- 4.3.8.1 DTS shall not assist the media to gain approval to enter any place of business or private property.
- 4.3.8.2 DTS employees shall not use their position to assist the media to gain approval to enter any place of business or private property.

#### 4.4 PROCEDURE

- 4.4.1 DTS Staff contacted by a media representative must obtain as much of the following information as possible (to be submitted to the PIO in writing):
  - Specific facts of the request (context, specific individuals, projects, departments, etc.)
  - Name of the news media contact, organization he/she represents, contact phone number(s), and E-mail address
  - DTS staff contact information that received the request
  - Deadline for the request

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#### DOCUMENT HISTORY

Originator:	Spencer Jenkins, DTS Office of the PIO
Next Review:	May 15, 2008
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Reviewed By:	N/A